

## ABSTRACT OF THE DISCLOSURE

A system for generating an URL string including an URL to a web page having at least one coupon related to a video or audio program and text identifying the at least one coupon related to the program and activating an URL hyperlink to the web page having the at least one coupon related to the program comprises a data entering device for entering the URL to the web page having the at least one coupon related to the program, a generator for generating the URL string including the URL to the web page having the at least one coupon related to the program and the text identifying the at least one coupon related to the program, a program signal transmitter for transmitting the URL string to a program signal receiver, the program signal receiver for receiving the URL string, a display device for displaying the text identifying the at least one coupon related to the program, an activator for activating the URL hyperlink to the web page having the at least one coupon related to the program and, optionally, a printer for printing the at least one coupon related to the program from the web page.

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